

**SYSTEM AND METHOD FOR ENSURING PRESENTATION OF EMBEDDED RICH
MEDIA ACROSS STATION BOUNDARIES**

Abstract of the Disclosure

5 A presentation device, such as a personal video recorder or a digital audio receiver, and a
method for saving alternative presentation data for possible future presentation. According to the
method, a broadcast stream is received on a selected channel. The broadcast stream includes a
plurality of programming media segments and at least one rich media segment associated with
the alternative presentation data. The at least one rich media segment and the associated
10 alternative presentation data are embedded within the plurality of programming media segments.
Presentation of the at least one rich media segment commences on the selected channel. If
presenting the at least one rich media segment on the selected channel is interrupted prior to
completely presenting the at least one rich media segment on the selected channel, the alternative
presentation data associated with the at least one rich media segment is saved for possible future
15 presentation.